



**5 PACKS FREE**  
WITH CARTON PURCHASE

**5 PACKS FREE**  
WITH CARTON PURCHASE

A photograph of a roadside diner with a large sign that reads "Coca-Cola" and "Diner". The diner has a retro, single-story design with large windows and a flat roof. The sign is tall and illuminated, with "Coca-Cola" in its signature script and "Diner" in block letters below it. The building is painted in light colors with dark trim around the windows. There are some plants in front of the diner.

© 2004 Blackwell Publishing Ltd, *Journal of Internal Medicine* 255: 109–116

**Cambridge**  
*Serving good smokes at a fair price.*

© Philip Morris Inc. 1999